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**DATE:** October 23, 2009

**TO:** Board Members, Alternates & Interested Parties

**FROM:** JD Allen, Manager

**RE:** **Board Meeting of Friday, November 6, 2009**  
**California Farm Bureau Building, Sacramento**  
**First Floor Conference Room, at 9:30 a.m.**

In consultation with Board Chairman Sarb Johl, we have called a meeting of the Advisory Board for the above time and place. There will also be a short meeting of the **Executive Committee** held at 9:00 a.m. immediately before the Board meeting in the Peach Association's conference room. The agenda for the Advisory Board meeting is included for everyone, and the Executive Committee meeting agenda is enclosed for members of that committee only.

Additionally, in consultations with Chairman Johl and Committee Chairmen Davit (Ad/Promo) and Zolezzi (Research), we have decided not to hold meetings of those committees at this time. Since they would only be discussing/hearing updates from the researchers and the domestic and foreign promotion personnel, they felt that could be taken care of at the Board level.

We trust all of you will make every effort to be there and please use the enclosed response form in whatever manner you prefer (fax, email, phone), so we will know how many will be attending.

I look forward to seeing you on the 6<sup>th</sup>.

*Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please call the Board office within 48 hours of the start of the meeting.*

*For program information (braille, large print, audiotape, etc.), individuals should contact the Board office 48 hours prior to the meeting.*

# California Cling Peach Board

*Friday, November 6, 2009 – 9:30 a.m.*  
*California Farm Bureau Office - 1<sup>st</sup> Floor Conference Room*

## BOARD MEETING AGENDA

- A. Call to Order/Attendance/Establish Quorum - **Johl**
- B. Self Introductions
- C. Review/Acceptance of Minutes, Board Meeting of May 28, 2009
- D. Financial Report - **Allen**
- E. Crop and Harvest Report
- F. Crop Audit Report
- G. Nomination Meetings
- H. CLFP Report
- I. Trade Policy Matters - **Walther** via phone
  
- J. Advertising and Promotion Committee Report - **Davit**
  - 1. Update of 2009-10 Domestic Program from ECHO
  - 2. Update of 2009-10 MAP Activities from JEVCO
  
- K. Research Committee Report - **Zolezzi**
  - 1. Winter Meetings
  - 2. Update on 2009-10 Research Projects
  - 3. Reports and Proposals Meeting
  
- L. Executive Committee Report - **Davit**
  
- M. Other Business
  
- N. Closed Session *(if necessary) pursuant to California Govt. Code 11126 (a and e) regarding the appointment, employment, evaluation of performance, or dismissal of an employee or to discuss pending and/or ongoing litigation.*
  
- O. Open Discussion Period, Future Agenda Items & Meeting Schedule
  - Future Meetings: Committees, March 4; Board, March 5, 2010
  - California Farm Bureau Office-Sacramento
  
- P. Adjournment

**Board action may be taken on any of the above agenda items**